



## **Tourism Advisory Council Meeting**

Monday, January 23, 2023

633 3<sup>rd</sup> Ave

37<sup>th</sup> Floor Boardroom

New York, NY

11:00 a.m. – 12:30 p.m.

### **Webcast address:**

<https://iframe.dacast.com/live/b72fb6f1ab4069dd7ea98a0b317b839e/397cf51d-6a05-e8b8-e9ea-dfbd4e20a03d>

### **AGENDA**

- |      |   |                              |
|------|---|------------------------------|
| I.   | Approval of Minutes   | Cristyne Nicholas            |
| II.  | Chair's Report  | Cristyne Nicholas            |
| III. | I LOVE NY Report  | Ross Levi & Richard Gagliano |
| IV.  | Guest Speaker: Corey Fram, Director of 1000 Islands International Tourism Council |                              |
| V.   | New Business  |                              |

**Next meeting:** Wednesday, March 8, 2023

In-person Albany

Time TBD

## Tourism Advisory Council Meeting Minutes

*"Draft – Subject to Board Approval"*

**Date:** Monday, November 14, 2022

**Location:** 633 3<sup>rd</sup> Ave. 37<sup>th</sup> Floor Boardroom, NYC

### **Attendance:**

#### TAC Members

In person: Cristyne Nicholas, Elinor Tatum, Tom Mulroy, Natasha Caputo

Called in: Dan Fuller, Katherine Nicholls, Valerie Knoblauch, George Ntim, David Filipiak,

#### ESD / NYS Staff

Ross Levi, Richard Gagliano, Shenique Coston, Sara Emmert, Rowena Sahulee, Lisa Soto, David Turley

#### Guests

Called in: Jon Lundin

**Meeting called to order: 11:02 AM**

### **I. Attendance and Approval of Minutes – Cristyne Nicholas**

- Motion to approve by Elinor Tatum
- Minutes approved with a second by Tom Mulroy

### **II. Chair Report—Cristyne Nicholas**

- Hope enjoying fall and had chance to take in New York's beautiful fall foliage
- Want to briefly highlight some industry activities and tourism-related announcements, and update everyone on 2023 Tourism Advisory Council meeting schedule

#### **A. New TAC Member**

- Want to welcome new TAC member, Natasha Caputo
- Natasha Caputo has decades of experience supporting tourism in New York
- Current role, Director of Westchester County Tourism & Film
- Caputo leads the promotion of Westchester as a viable business environment and leisure travel destination and is driving force behind the county's burgeoning film scene
- Previously served as a consultant for brands like Madison Square Garden and Cirque du Soleil, with eight years running strategic marketing and partnership operations of New York City & Company
- Under Caputo's leadership, tourism marketing efforts for Westchester County recognized by premier trade groups, most recently earning the PRNews Platinum Award for content marketing
- Other accolades for Westchester County Tourism in the last year, including a Bronze Anvil from the Public Relations Society of America and a Gold Adrian Award from the Hospitality Sales and Marketing Association International
- Governor appointed Natasha to the Tourism Advisory Council in September, and pleased to have her join us

#### **B. NYSTIA Annual Meeting**

- Held its annual meeting from October 26th through the 28th at the New Yorker Hotel in Midtown Manhattan
- Multi-day programming featuring several speakers, technical programs and interactive networking opportunities
- Attendees had opportunity to enjoy the city with optional sightseeing excursions arranged by NYC & Company
- Attended Thursday's session featuring update from the I LOVE NY team, and travel trade activation session hosted by Jennifer Ackerson from Alon Tourism Solutions.
- Great to see so many tourism industry partners and business professionals together again

#### **C. \$150M NYSCA Capital Grants**

- Governor announced record \$150 million in capital funding available for arts and culture organizations through the New York State Council on the Arts' Capital Projects Fund
- Investment includes \$100 million in new, multi-year funding to facilitate large-scale capital projects that prioritize community development and placemaking
- New York State's largest ever commitment to NYSCA for capital projects for the arts, following on already record-level funding for the arts in the 2023 Budget

#### **D. State Parks Capital Investments**

- Governor Hochul announced Live Nation Entertainment will make a multimillion dollar investment to improve the concert-going experience at the Northwell Health at Jones Beach Theater
- Improvements will happen over the next five years and include a number of efforts to modernize and improve guest experience including constructing new plaza and multiple seating areas
- Renovations will ensure Jones Beach State Park venue remains a top entertainment venue

- Governor also announced:
  - \$4.2 million redevelopment of Roosevelt Drive in Saratoga Spa State Park
  - \$4.5 million renovation project at Stony Brook State Park to improve its popular swimming facilities
- E. Other Governor Announcements
  - Return of free fall foliage shuttles to popular hiking destinations in the Adirondacks; offers hikers opportunity to experience fall foliage from its best vantage point without parking at busy trailheads
  - Governor attended opening of the Lincoln Center for the Performing Arts' new \$550 million David Geffen Hall; reimagined home of New York Philharmonic opened two years ahead of schedule with expanded public access
  - Availability of \$50 million in funding to support modernization and capital projects at the state's public-use airports.
    - Investments will serve to make surrounding communities more economically competitive with neighboring states and improve visitor experience
    - Run through Department of Transportation, which is accepting applications through January of 2023
- F. 2023 TAC Meeting Dates
  - Monday, January 23rd
  - Wednesday, March 8th in Albany (coincides with Tourism Advocacy Day)
  - Monday, May 22nd
  - Thursday, September 7th
  - Monday, November 13th

### III. I LOVE NY Report—Ross Levi

- A. Consumer Marketing Efforts
  - 1. Fall Foliage Report
    - I LOVE NY fall foliage reports have wrapped up
    - Observations from 85 volunteer leaf spotters from across the state who submit weekly observations
    - Digital team updated the map graphic that so users can sort categories by interest to find relevant attractions where they can go to see amazing foliage
    - Report promoted across social channels with dedicated weekly press alerts and consumer emails
    - Appeared on screens at Moynihan Train Station
    - Landing page on [iloveny.com](http://iloveny.com) received over 779K visits, accounting for 27% of total pageviews on the site
    - Foliage report videos generated 1.2MM video views on I LOVE NY's social channels
    - Top Instagram post for fall season received 16K+ likes and 150 comments
    - Top TikTok video for fall season received 76K video views
    - Coverage on Travel + Leisure, Timeout, Thrillist and Family Travel Forum
    - Live interview with Spectrum News in the Capital Region about the Fall Foliage Report, which aired in September and ran as part of their newscasts for about 24 hours across the Northeast.
  - 2. Advertising
    - Team readying winter commercials and expect to have those on air ahead of ski season
    - Will also have digital and social media content, ski reports available on 1-800-CALLNYS, continuing PR efforts
  - 3. Winter Media Night
    - After 2 year hiatus, I LOVE NY had Winter Media Night on October 26 at 230 Fifth in NYC
    - Co-hosted with Olympic Regional Development Authority and Ski Association of NY to highlight winter activities
    - Theme was "A Winter's Tale" and featured activations highlighting upcoming World University Games in Lake Placid and fun winter activities like skiing, spa visits and ice-wine tasting
    - 57 journalists attended (Travel + Leisure, Skift, Women's Health, Lonely Planet, etc.)
    - 10 ski areas, 11 TPAs and three state partners attended
    - Something new this year was stamp card to encourage media to visit every participant in the room and enter raffle for a two-night stay at Mirabeau
  - 4. International Travel Show
    - I LOVE NY participated in the International Travel Show at the Javits Center October 28-30
    - I LOVE NY official bronze sponsor and gave us additional pre-show exposure with a quarter page ad in Travel + Leisure, logo placement on the show's website, promotional emails, tradeshow signage and show guide
    - I LOVE NY participated with branded aisle featuring eight NYS partners from across the state, I LOVE NY heart balloons and seasonal arches to attract attendees
    - Brand Ambassadors dressed in costumes depicting some of the varied activities to do across the seasons from skiing to camping, and greeted guests throughout the aisle
    - Administered short survey to guests in the aisle that gave three attendees chance to win I LOVE NY swag bag
    - Audience traffic was measured using sensors placed throughout the aisle
      - Over 18,000 unique attendees walked through our I LOVE NY aisle at ITS at least once
      - Over 6,500 of those attendees engaged for at least 1 minute within the aisle
      - Average engagement time fourteen minutes for those who interacted for at least a minute

5. International Travel Show Press Conference
    - As part of sponsorship, given the opportunity to host a press event during Trade Day on Friday
    - For registered media attendees and allowed us to highlight what's new in New York State
    - Special video message from comedian Lewis Black courtesy of the National Comedy Center
    - *Video Plays*
    - Seasonal brand ambassadors available for media photo opportunities in front of logo step and repeat
    - Around 30 media attended and gave the opportunity to pitch new story angles
    - Ended with short sizzle reel that encapsulated all the state has to offer visitors
    - *Video Plays*
  6. Fall PTHW
    - Annual Path Through History Fall Weekend October 8-10
    - Promoted close to 300 events with over 170 event hosts through the program
      - 150 events in June
      - 130 events in October
- B. Industry support
1. Educational Webinar
    - I LOVE NY hosted a webinar in September focusing on the pivotal role the state has in Underground Railroad history and the impact these heritage sites have on tourism in NYS
    - Hosted with partners from Tour Cayuga and the Underground Railroad Consortium of New York State
    - Webinar goal was to highlight the significant potential the Underground Railroad has to attract visitors for TPAs
    - Topics discussed: New York's role and prominence in the Underground Railroad, tourism demand and interest for Underground Railroad sites, breadth of Underground Railroad sites across New York State
  2. Funding Updates
    - New York State's Tourism Return to Work and Meet in New York grant programs were launched earlier this year to help the tourism industry rebuild from the pandemic by offering state funds for new employees hired in the tourism industry, and for discounts offered by event venues and lodging facilities for events held in New York State
    - Recently made some important updates to these programs to increase eligibility and make applying easier for tourism businesses and organizations.
      - Return to Work:
        - Employment growth period enhanced to include jobs added from July – September 2022
        - Amended program rules applying to economic harm, minimum employee increases, and increased caps
        - Clarification of existing guidelines around fiscal year requires
      - Meet in New York:
        - An extended period for program applications to June 30, 2023
        - An extended end date for the event to occur until December 31, 2025
        - An adjustment to the minimum venue size requirement, allowing for smaller venues
        - Flexibility with proof of booking documentation, pre-event
    - Division working on renewed outreach and promotion plan to make sure more locations are aware of the recent updates, as well as offer assistance and greater insight on eligibility and how to apply. An ESD team member is also available for live counseling by appointment
  3. Matching Funds
    - 2023 program guidelines were sent via email on September 19
    - Application Part 1 was due on October 31
    - Application Part 2 was sent via email with 2023 Award Estimates last week
  4. Market New York Rd 12
    - On July 29th, we closed the application process with a total of 146 applicants
    - Total of over \$34.5M requested out of the \$15M available
    - The proposals represent requests for funding for marketing / working capital projects, capital projects and a combination of the two.
    - This year the match requirement for WC/marketing applications was changed from 25% to 50% match in order to establish consistency across tourism grant programs
    - Proposed projects that align with the following NYS tourism initiatives will receive particular attention: MICE work; international tourism promotion and outdoor recreation promotion.
    - Awards for round 12 of Market NY expected to be announced within next few weeks
  5. EDA Competitive Sub Awards
    - \$14.24M available to DMOs/TPAs statewide to support MICE work, international tourism promotion and outdoor recreation promotional programming
    - Over \$29M was requested from 33 eligible applicants
    - Moving forward together with the EDA federal team to review, approve and plan the announcement of the awards



## **VI. Guest: Jon Lundin, Head of Communications & Media; Lake Placid 2023 FISU World University Games**

- In 2023, America's Largest Ice and Snow will host the largest collegiate winter sports competition, nearly two times the size of the 1980 Lake Placid Olympic Winter Games
- The history dates back to 1905 ((NUSF) with the eventual creation of FISU in 1949
- There will be 86 medal events (alpine skiing, biathlon, cross-country skiing, curling, figure skating, freestyle skiing, ice hockey, Nordic combined, short track speed skating, ski jumping, snowboarding, and speed skating)
- 2,500 athletes and delegation officials
- 105K forecasted attendance
- 600+ universities
- 50+ countries
- ESPN and ESPN+ will combine to carry nearly 160 hours of the games across its networks and digital platforms
- Coverage will highlight the Opening Ceremony and various popular sports
- More than 1,000 Olympians have won a medal at the FISU World University Games
- Venues will include Gore Mountain, the Olympic Center, the Jumping Complex, Mt Van Hoevenberg, Whiteface Mountain, Saranac Lake Civic Center, Cheel Arena, Roos House, and Marcy Hall
- The medals reflect the overall theme of the Games and pursue sustainable production
- The dimensional ice inspired form departs from traditional circular medals and instead reflects the asymmetrical surface of the Adirondack Mountain ridge. The centerpiece features an inlaid phosphorescent recycled glass centerpiece engineered and produced in New York State in partnership with Alfred University leveraging the state's innovative glass technology.
- Adirondack Mac will be the official mascot of the games
- For the first time the FISU Flame is being carried in a sustainable torch with no combustion or flame present. Instead it is an LED light. The torch was created and built by Adirondack Studios of Argyle N.Y., the same business that built the award podiums for the 1980 Olympic Winter Games.

## **VII. New Business**

### **Meeting adjourned: 12:21 p.m.**

- Motion approved by Elinor Tatum
- Motion second by Tom Mulroy

**Next meeting:** Monday, January 23, 2022 at 11 AM



# NEW YORK STATE TOURISM ADVISORY COUNCIL

*January 23, 2023*

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New York State Division of Tourism



NEW YORK  
STATE OF  
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Development

# CHAIR'S REPORT



# PHILIPSE MANOR HALL STATE HISTORIC SITE





# OLANA STATE HISTORIC SITE CAPITAL PROJECT





# ORDA FACILITIES IMPROVEMENTS



THE FUTURE OF THE LAKE PLACID LEGACY SITES



# \$45 MILLION IN ARTS FUNDING

NOVEMBER 29, 2022 | Albany, NY

## Governor Hochul Announces Historic Arts Funding to Record Number of Artists and Organizations

CULTURE RECREATION TOURISM

SHARE

Nearly \$45 Million in Grants Awarded as Part of Unprecedented \$340 Million in State Support for the Arts in FY 2023 Budget

Builds Upon Governor Hochul's [Announcement of \\$32 Million in Grants](#) Awarded Last Month



# NEXUS CENTER OPENING IN UTICA





# TRANSFORMATIVE NIAGARA FALLS INVESTMENT







# 250<sup>TH</sup> ANNIVERSARY OF THE AMERICAN REVOLUTION





# I LOVE NY REPORT



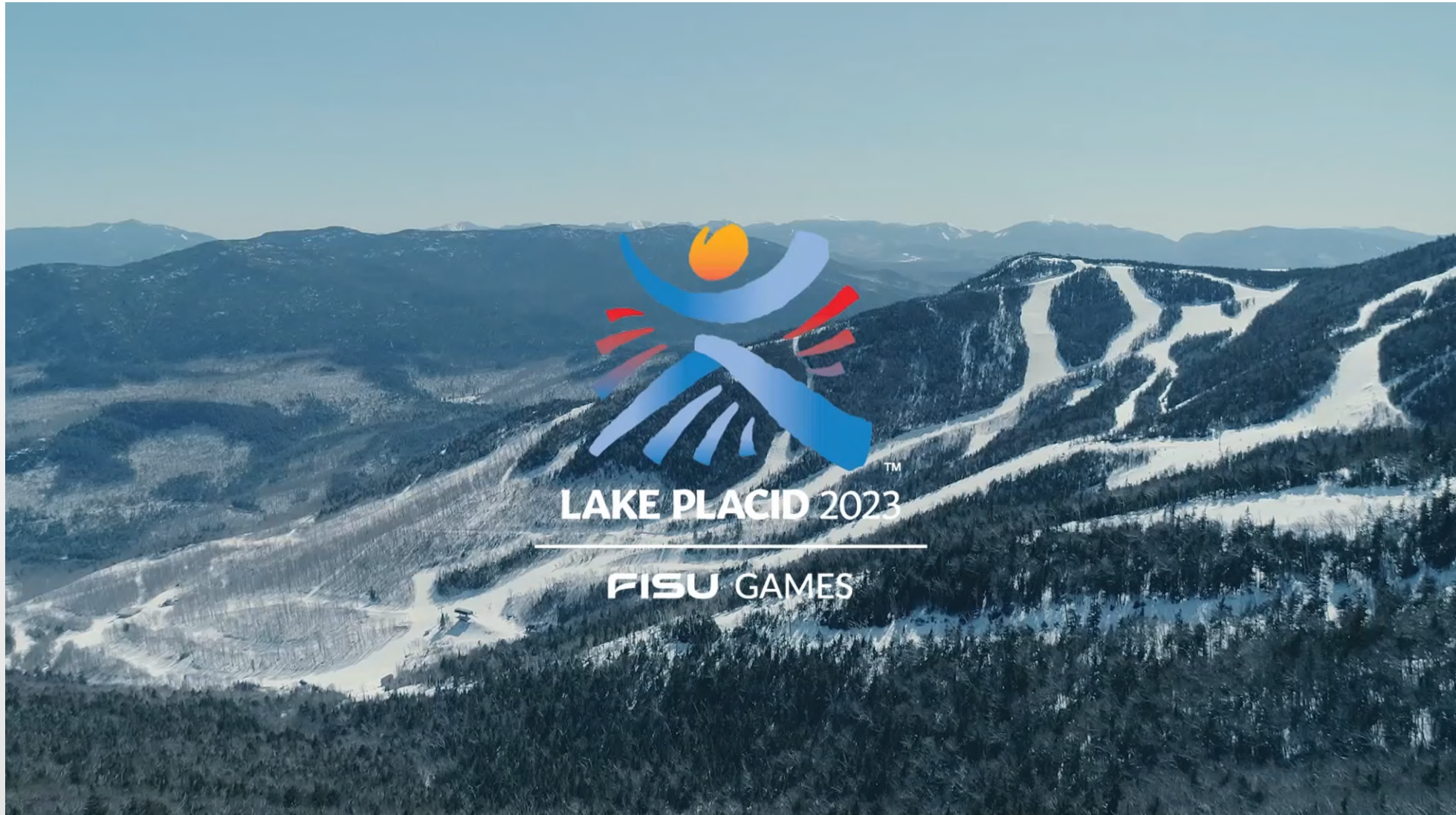


# WINTER COMMERCIAL





# FISU GAMES COMMERCIAL



# DIGITAL WINTER CAMPAIGN



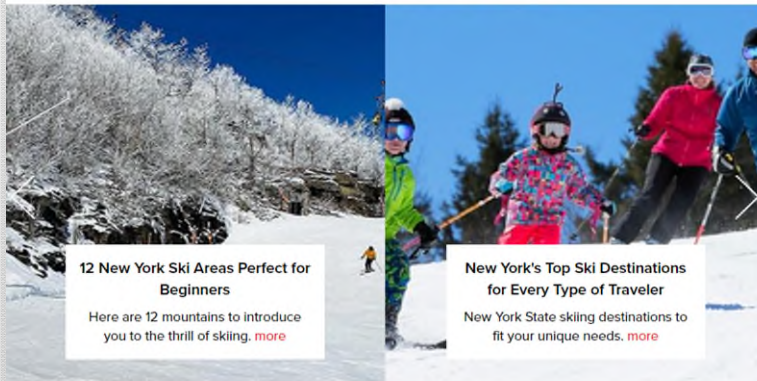
Things to Do

## Skiing & Snowboarding in New York

Hit the Slopes!

New York has the most ski areas of any state in the nation. No matter where you are, a great ski getaway is closer than you think! Between [lessons for first-time skiers](#), [adaptive skiing](#), and [kids ski programs](#), there's never been a better time to get on the mountain. Experienced skiers will find plenty to love too, including

## SKI GETAWAY GUIDES



12 New York Ski Areas Perfect for Beginners

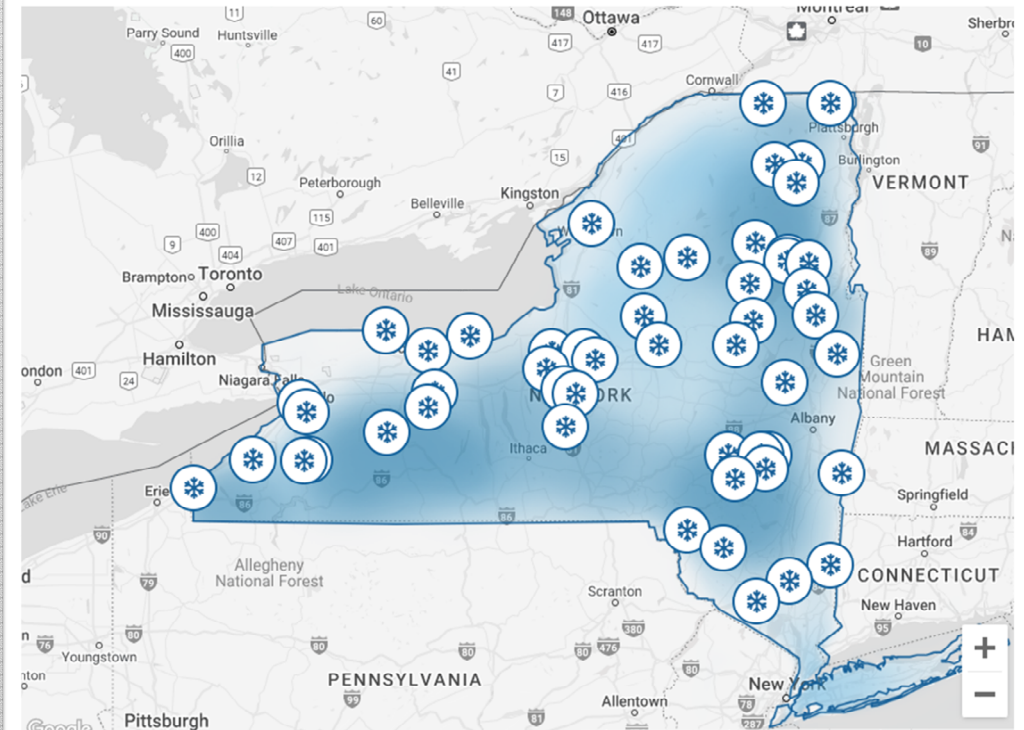
Here are 12 mountains to introduce you to the thrill of skiing. [more](#)

New York's Top Ski Destinations for Every Type of Traveler

New York State skiing destinations to fit your unique needs. [more](#)

## FIND THE PERFECT SKI RESORT

Find mountains of fun across New York State's 50+ ski resorts with trails, parks, and lessons for all levels of skiers. Explore the map to plan your snowy getaway. [Click here](#) to find cross-country skiing.





# I LOVE NY REPORT: TOURISM INDUSTRY SUPPORT

# AMERICAN BUS ASSOCIATION PREVIEW

- American Bus Association Marketplace
- Detroit, MI - February 4-7
- Motorcoach, tour operators and travel industry suppliers from across the country
- Over 300 tour operators and more than 50 representatives from destinations, hotels, and attractions across NYS attending





# TRAVEL TRADE PROGRAMMING

- \$6 million of the \$45 million EDA award will support travel trade work through fall of 2025
- To complement existing state travel trade work, the division is engaging with partners across the state
- Focus on building assets that can exist past fall of 2025, such as a database, website, collateral and more



# MARKET NEW YORK ROUND 12

- 69 projects awarded in Round 12
- Awards to support projects such as:
  - Lake George Music Festival
  - Raise awareness of the CNY Arts Community
  - Critical renovations at Dia Art Foundation
  - Event programming for NYCxDESIGN
  - Capital improvements at the Aquarium of Niagara
- Full list of awardees can be found at <https://regionalcouncils.ny.gov/2022-awards>



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**SEAWAY  
REGION**  
NEW YORK

Tourism Advisory Committee Jan. 23, 2023











- 8% share of workforce (11% Jefferson County)
- Second homes; Food & Beverage
- Shift in feeder markets
- Significant loss of Canadian travellers







## Alexandria Bay, NY – Lansdowne, ON Crossing

2019	275,652	
2020	48,080	(83%)
2021	16,407	(66%) <del>(94%)</del>

## Thousand Islands Bridge passenger vehicle crossings

	2022	2019	+/-
Jan.-Sep.	514,927	1,313,035	(61%)
Oct.	115,473	141,927	(19%)



# Growth that is...

- Manageable
- Deliverable
- Mutually beneficial

Investment that attracts new markets

Higher-yield targets

Re-engage Canadian travellers





1000 ISLANDS  
**SEAWAY  
REGION**  
NEW YORK

[www.seawayregion.com](http://www.seawayregion.com)



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